



at the **TRADE WINDS MOTOR HOTEL**

# *For Beautiful Weddings* **FLORALIA DESIGNERS**



- Original designed bouquets for your bridal party in fresh or Italian permanent flowers.
- Rental service of Altar bouquets, baskets, standards and candelabra for the church.
- Reception table centres, garlands and other decorations.

**2833 - 14th St. S.W.**

**Phone 244-8144**



The true story of  
your wedding recorded in  
an album  
of living color.

*Camdale Photos*

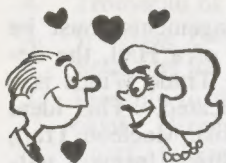
**Telephone 243-6950**

**812A - 49th Avenue S.W.**





## SO YOU'RE GOING TO GET MARRIED !!!



Granted you're in love; engaged; you begin to make plans for that all-important day. Right away you're confronted with a host of questions and problems. Where will we get married? How? When? Thus the turmoil begins . . . uncertainty . . . the lack of knowledge . . . just what are the right things to do.

After all it's not every day one gets married. You want this to be right, to be beautiful, a minimum of worries.

## GO NO FURTHER !

You prospective newly-weds and you their parents can now forget worries and anxieties by placing your confidence in the Trade Winds, the highly trained staff, the family-type management who have your interest at heart. Surely our years of experience in the catering field can contribute much in creating the friendly atmosphere, the dignity, the charm so necessary to ensure a beautiful reception. May we have this opportunity to take care of your reception, and with our knowledge help you by pointing out the primary requisites, down to the last details. In this brief booklet we shall endeavor to outline the necessary steps one must take to arrange a proper wedding, with a view to keeping the information condensed and realistic.

## SAVOIR FAIRE



This French expression means, of course, "Know How!" And it's the Trade Winds know how in the presentation of appetizing food, attention to details, capable M.C. handling, encouragement of guests to mingle and feel at home, the smooth even flow of a fixed plan with due regard to flexibility that makes for a pleasing, congenial reception. With proper handling, the strain of the Wedding Day for both newly-weds and parents, will find their anxieties melted away once they can sense that all is going well. So rest assured and confident that uppermost in the Trade Winds family is our concern for you to see that this occasion will always be remembered with pleasure.

## DATE, CHURCH, RECEPTION



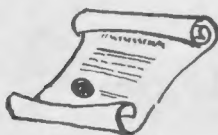
First of all it is the Brides duty to pick the date most suitable to herself and all concerned. Next of course contact must be made with the Minister regarding Church arrangement. Unless it is a morning Roman Catholic wedding, most ceremonies take place between the hours of 2:00 and 4:00 p.m. The earlier possible, the better. The Best Man handles payment of the Minister, the going donation is \$10.00 and \$5.00 to cover Janitor fees. A soloist may be procured usually for \$5.00, if one is thought necessary.

## RECEPTION HALL



Now of course the Church arrangements must be co-ordinated with the availability of a Hall, the desired date, time and locale. The Trade Winds is a good choice because it is well located. This ideal central location on a main artery like Macleod Trail, along with adequate parking facilities, forms a natural hub. The spokes of which radiate to all areas so that friends from all directions find the Trade Winds easily accessible. And remember, parking accessibility in this era of automobiles is the important feature to the success of any wedding.

## THE MARRIAGE LICENSE



A Marriage License can be obtained from the Government Office in Calgary, Room 103 - 118 - 11 Avenue South East, Phone Number 263-3135. Office hours 8:30 a.m. to 4:30 p.m. The fee is \$7.00. If so desired, a marriage can be performed in the Government Office by a civil contract with the Registrar. The marriage license and fee in this case is the same. Persons under twenty-one must show a Birth Certificate. If aged sixteen, Parental consent must be had. If previously divorced a Divorce Decree must accompany the application. If widowed a Death Certificate must accompany the application. Please note, no marriage license is required if the Banns are read publicly three weeks before marriage in the Church of your Choice. A medical is required in Alberta. Many an otherwise happy marriage has been ruined because the young couple didn't think this was important enough. We are of the opinion that no young couple should enter into a contract of marriage without the assurance that they are fully prepared physically as well as spiritually. Therefore, we cannot stress too strongly the advisability of seeking the advice and counsel of your family doctor and minister.

## THE WEDDING DUTIES OF ALL PARTIES CONCERNED



### The Bride's Family:

Assume all major expenses connected with the wedding in accord with the Bride's wishes and in due consideration to the family's means. A decision is made whether the wedding will be formal or informal, small or large. At any rate, the Brides' Parents are the Hosts for the occasion.

### The Responsibilities Include:

1. The Wedding Invitations.
2. Floral decorations of Church and House, music and soloist at the Church.

3. Wedding Reception.
4. Trousseau of the Bride.
5. Wedding Photographs.
6. Bouquets for Bridesmaids.
7. Presents to the Bridesmaids (Jewelry, perfume, China, Handkerchief). Except for the flowers, the Attendants purchase their own finery, taking into account the wishes of the Bride as to colour and form.
8. A Liquor Permit for the Reception: wine for the toast and liquor refreshments . . . or we at the Trade Winds can supply all liquor and wines. The liquor at 50¢ per drink inclusive on Barman accessories and mixture.

### **The Bridegroom:**

1. He has his family compile a mailing list for the Bride's Parents.
2. Chooses his Best Man and Ushers and supplies them with Boutonnieres.
3. Plans his clothes for the wedding and the wedding trip.
4. Travel Reservations and financial obligations.
5. The Marriage License.
6. Wedding Ring.
7. Bouquet for the Bride and going-away corsage.
8. Corsage for the Mothers of the Bride and Bridegroom.
9. Personal gifts to the Best Man and the Ushers.
10. The Minister's fee.



### **The Maid or Matron of Honor:**

Duties are to help the Bride in every possible manner. When the Bride leaves the reception the Honor Maid usually accompanies the Bride to help her change into her going away costume.

### **Bridesmaids:**

Usually the Bride's most intimate friends or relatives or the Bridesgrooms sister. They pay for their own gowns. Their main purpose is to enhance the Bridal Party with their loveliness. Bridesmaids also do the honor of passing the wedding cake to the guests.



### **The Flower Girl and the Ring Bearer:**

Usually aged four to eight years. Not necessary, yet they provide a certain childlike sweetness to the whole affair. Their apparel should be in harmony with the Bridal Party. In the procession they walk directly in front of the bride and her Father. The Ring Bearer cushion should be a white satin cushion with the ring either sewed on with a single thread or held with a white corsage pin.



### **The Best Man**

1. Assists the Groom in every way.
2. Arranges the Stag Party beforehand.
3. Must remember the Marriage License and the Ring and have them ready when needed.
4. Help the Groom change from his wedding clothes to his going away clothes.
5. See that the Groom's travel arrangements are taken care of.
6. At the Trade Winds we usually have the Best Man make the toast to the Bridesmaids with suitable remarks as to their beauty and charm.

### **The Ushers:**

Generally each Bridesmaid is accompanied and helped by an Usher, when being seated at the Reception, etc. The Ushers main purpose of course is to seat people at the Church, keeping in mind that the left side of the aisle is for the Brides' family as the Hosts, and the right side for the Grooms immediate family.

### **The Bridesgroom's Family:**

It is a mark of politeness and inter-family harmony that the Groom's Parents and family should offer their assistance in every way possible. The Bride's Parents are at all times the Hosts, but the Groom's Parents make certain, especially at the Reception, that the guest known to them be introduced to the Bride's Parents.

## **THE TRADE WINDS RECEPTION**



The Trade Winds has a distinctive manner and plan of procedure. To begin with, as the Guests arrive and are welcomed by the Parents, the M.C. immediately suggests that everyone make themselves at home. The Bridal Party usually at this time are at the photographers. It is important that they telephone us so that we will know their estimated time of arrival. During this period, the Guest Book is placed in a prominent position under a spotlight.

The guests are invited to do the honour of inscribing their names at this time, thus the waiting period gives them something to do and eliminates wasted time later.

Just before the Bridal Party arrives, the M.C. makes his introduction outlining and explaining to the guests to welcome the Bride and Groom with much enthusiasm. This grand entrance is the highlight of the evening and the M.C. is very much concerned to make certain that the atmosphere will be one of expressive cordiality, becoming the good wishes of the assembly. The Hostess will instruct the Bridal party on this particular entrance, to the direction and to the position they will take in the Receiving Line.

The Parents stand just inside the doorway flanking either side. As the curtains part the M.C. plays the Bridal March, the Guests stand and give a hearty applause to the incoming Bridal Party. Once positioned in the Receiving Line, the Parents are the first to formally congratulate the happy couple, then they take their place at the Head of the Receiving Line. The Receiving Line proper now begins, preceded by the close members of the family, then the Guests. After the Receiving Line, a picture is generally taken of the Bride and Groom with the Parents. Everyone is now seated.

The M.C. makes his preliminary address and introduction of the Toastmaster. The Toastmaster, of course, should be some one preferably of an older age and a long-standing friend of the family who knows the Bride quite well. His purpose is to be the spokesman for the Guests. He is to speak on their behalf in wishing the Bridal Couple the very best and if possible to outline the history of the Bride, with the accent on his personal association with her. A little humour goes a long way, but care should be taken to never mention anything of an embarrassing nature. This toast should be brief, but spoken clearly and with much heart-felt feeling. It is important at the conclusion of his remarks to have the Guests stand and then holding the wine glass at arms length, announce in full voice "Ladies and Gentlemen, TO THE BRIDE!"

After the toast, the M.C. calls on the Groom for a response to the Toast. Many Grooms at this stage get very nervous and wonder what to say, but if he will follow this simple format he will cover the situation very neatly. The response is an expression of gratitude to all concerned. There are merely five major points to remember.

1. Thank the Toastmaster.
2. Thank the Parents on either side of the family, particularly the Brides' Parents since they are the actual Hosts.
3. Thank the Bridal Party.
4. Thank the Guests for coming, for their good wishes and lastly for their many wonderful gifts.
5. As a final gesture it is indeed a mark of politeness to suggest a visit to their new home once they are settled.



It is as simple as that and nothing to really worry about. The M.C. now calls on the Best Man for a gracious salute and toast to the Bridesmaid. The M.C. then reads the telegrams and makes a point of saluting the Grandparents, if any. A list should be made up by the Parents of the visiting out-of-town Guests for the M.C. as it is a friendly touch to welcome these visitors by acknowledgement and making them feel at home.



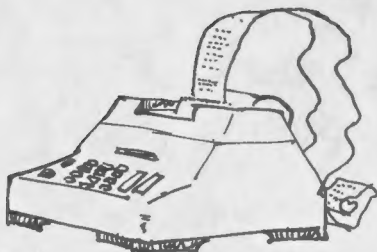
It is time for the food service. However, if a Minister is present he is called upon for a few final remarks, concluding with the blessing of the food. After the dinner, the cutting of the cake takes place, directed by the M.C. Usually two pictures are taken at this time. The Trade Winds staff handles the portion cutting of the cake and the wrapping of same for presentation to the Bridesmaids, who will then honour the occasion by serving the cake to the Guests. The Trade Winds M.C. presently announces the first dance, which is usually a slow waltz. The Bride and Groom begin, followed by the Best Man and Maid of Honour, Ushers and Bridesmaids, the Parents then the Guests. After the first dance the M.C. will announce that the punch is being served at the bar. This is generally a gin punch, which is prepared and served by the Trade Winds staff. A small charge covers this service including the ingredients that are used to make the punch.



At approximately 11:15 p.m. the Bride and Groom leave to change. If it is so desired, and to eliminate time loss, facilities are available at the Trade Winds to change, ask us about this point so that we may make the necessary arrangements for privacy. Upon their return, the M.C. organizes the throwing of the Bridal Bouquet and the Brides garter. Of course, sometimes the Bride has other wishes to present her bouquet to someone special. In that case, the M.C. dispenses with this ceremony and immediately calls on all the Guests to form a circle. At this time the Bride and Groom go around the inside and say goodnight to their friends. This we feel is the last expression of courtesy, rather than have the Bride and Groom dash off, a last respect is paid to their friends, ensuring that everyone will be happy.

During this farewell, the M.C. directs a singsong, like Auld Lang Syne, etc. As the happy couple leave a rousing cheer is directed to the beaming couple and away they go. Yes, and happy we trust in knowing that everything possible was done to make their reception the personal, friendly happy occasion they will no doubt treasure as long as they may live.





## IN SUMMING UP

We sincerely hope this outline will be helpful to all our patrons. Primarily, our purpose is to create your confidence, with the assurance that the Trade Winds "Savoir Faire," already known far and wide will be of a benefit to you. We welcome an opportunity to assist you in every way possible so that your wedding will be truly beautiful. Price alone should not be your guide to the final decision . . . although our rates are designed to be moderate. You have only this once to have that wedding the way you want. Let us help you . . . just knowing that all will be properly taken care of, is often times worth more than money can buy. We do therefore anticipate being able to serve you. Feel free at any time to telephone us, or drop in for further information. We will be pleased to discuss your wedding plans with you.

As a guide to the parents and Bridal couple, here is a list of the only requirements we need. These items should be in our hands the day of the wedding:

1. Liquor Permit or Liquor arrangements.
2. Flower centrepiece for the head table.
3. Wedding Cake.
4. Wine for the toast. )
5. Gin for the Punch. ) Supplied on permit or by the Trade Winds.
6. Guest Book.
7. A list of the head table names and the visiting out-of-town guests expected.

**"WE DO THE REST — SO RELAXEE VOUS!"**



**ACCOMMODATIONS:** Three halls to serve you

Practically any size wedding, large, medium or small can be accommodated.

The Main Sail — A - B & C from 100 to 400 guests

The Chart Room — from 50 to 100 guests

Each room is a complete unit in itself, having checkrooms, washrooms and bar facilities. In regards to music, and orchestra can be supplied for the two larger units. For the smaller groups where an orchestra becomes too costly, wired music can be arranged.

*Here Comes the Bride* 🎵



\* NO CHARGE FOR CHECKROOM FACILITIES \*

## A FINAL THOUGHT

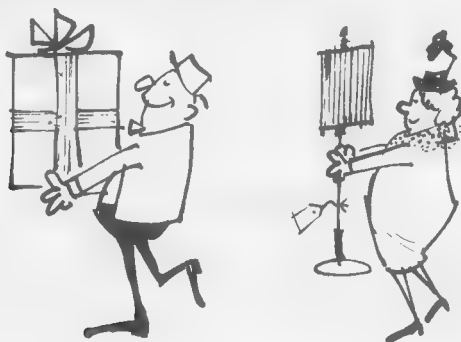
Because of the consistent demand by regular Banquet, Social, and Club Functions, Friday and Saturdays are premium dates and obviously based at a higher cost ratio. MONDAYS TO THURSDAYS, THEREFORE, ARE WHAT ONE MIGHT TERM BARGAIN NIGHTS.

In view of the burden of payment falling on the shoulders of the Brides Parents, we feel it is not only wise but considerate of the prospective newlyweds to give some thought to these lower cost nights, especially Thursdays.

Actually when one considers the pro's and con's, weekdays have decided advantages, first of all, lower cost. Secondly, greater opportunity of guest turn-out since weekends are often taken up by their own personal plans. Besides, these guests are fully aware that weddings rarely extending beyond mid-night, can hardly interfere with their work next day.

Remember, too, that Fridays are more than ever inconvenient for those who now work late store hours. Finally, the Bride and Groom have the whole weekend to begin their honeymoon.

Consider these aspects before setting your date. One thing certain, except for the possible inconvenience to out-of-town guests, a weekday has the greatest possibility of local attendance.



## A DEPOSIT HOLDS THE DATE OF YOUR CHOICE

- \$50.00 Main Sail Room
- \$25.00 Chart Room plus payment for the RECEPTION IS REQUIRED IN FULL ON THE DAY OF THE WEDDING.

WEDDING INVITATION  
(Sample)

Mr. and Mrs. ....

request the honour of your presence  
at the marriage of their (his/her) daughter

.....  
BRIDE

to

.....  
GROOM

on ..... the ..... day of .....  
DAY DATE MONTH

nineteen hundred and .....  
YEAR

at ..... o'clock in the morning (afternoon/evening)  
TIME

.....  
CHURCH

.....  
ADDRESS

Reception: ..... a.m. (p.m.)

R.S.V.P.

Mr. or Mrs.  
requests



## TRADE WINDS Reception Prices

Subject to Hall size guarantees and day of the week

Guaranteed No. of Guests .....@..... per person .....

Over Guarantee .....@..... per person .....

Bartending & Glass Service .....  
(including Mixers to Punch) \_\_\_\_\_

TOTAL COST \_\_\_\_\_

INCLUDES: Hall, Food Decors, M.C., Candles, Napkins, Place cards.

CUSTOMER SUPPLIES: Liquor Permit, Wine for the Toast, Gin for  
Punch, Flower Centrepiece, Wedding Cake, Place card  
names, Out of town visitors names for proper M.C.  
greeting, Guest Book.

TO FIND OUT MORE    :-    JUST DIAL    :-    252-2211  
CATERING OFFICE





*A Style  
of  
Banquet Facilities  
Available*



*at the* **TRADE WINDS MOTOR HOTEL**

